**Sales Management**

**September 2023 Examination**

**1) Is selling a science with easily taught concepts or an art learned through experience? Please illustrate your response with examples (10 marks)**

**Ans:**

**Introduction:**

The art of selling is a complicated and multifaceted talent that calls for a mixture of each without difficulty-taught ideas and experiential learning. While some essential principles and techniques may be taught and understood, the mastery of selling comes through exercise, version, and improving a nuanced understanding of human behavior and psychology. In this essay, we can explore the interaction between principles and enjoyment in income, highlighting examples that illustrate the importance.

**Concepts and applications:**

**1. Understanding the customer:** one of the core ideas in promoting is the ability to recognize clients' wishes, desires, and motivations. This includes identifying their ache

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**2) As the Vice President-Sales of Procter & Gamble, you must work closely with your colleague in marketing in areas like product policies, distribution policies and pricing policies.**

**After discussion with your sales team, you would like to relaunch one of the leading shampoo brands like Head and Shoulders in a specific geography. What would constitute the key elements of this relaunch? (10 marks)**

**Ans:**

**Introduction:**

The relaunch of a leading shampoo brand like Head and Shoulders in precise geography requires a comprehensive method encompassing various essential elements. As the vice president-sales of Procter & Gamble, working intently with the marketing team, it's vital to consider product, distribution, and pricing policies. This relaunch allows for revitalizing the logo, improving its marketplace presence, and capturing new consumer segments. This article will explore the key factors constituting an effective relaunch strategy for Head and Shoulder

**3) NEC India is the Indian subsidiary of NEC which is a Japanese multinational with its headquarters based in Delhi. NEC India has total revenue of $200 million with net income of $20 million across all its business units. NEC Globally has revenue of more than $24 billion with more than 150,000 employees across 50 countries.**

**Based on the success of its laptops, display systems and projectors in the global market, NEC would like to launch these products in the Indian marketplace.**

**NEC products command a premium in the market for quality and after sales service.**

**Laptops, display system and projectors from NEC are sold through a direct sales force to corporates as well as through retail outlets like Reliance and Chroma.**

**As the Vice President Sales for NEC, you are required to come out with a sales management strategy covering sales structure as well as compensation and benefits for the sales force selling laptops, display systems and projectors.**

**a) There are three types of sales organizational structure namely line sales organization, line and staff sales organization and functional sales organization. Out of these, which one would you recommend for sales force for NEC considering that you will be selling to both the B2B and B2C segments? Please justify your recommendation as well. (5marks)**

**Ans:**

**Introduction:**

When designing an income management strategy for NEC India, considering the sale of laptops, show systems, and projectors in both the B2B and B2C segments, it's essential to determine the most suitable income organizational shape. The three types of corporate income systems commonly used are line income business enterprise, line and body of workers sales organization, and functional sales organization. Every shape has its strengths and weaknesses, and the choice depends on various factors, which include the company's

**b) The common methods of compensation are straight commission, straight salary, drawing accounts and salary plus commission plan. Which of them would be used by you as the VP -Sales for the sales team selling NEC products and why? (5 marks)**

**Ans:**

**Introduction:**

As the vice president of sales for NEC India, I am tasked with growing a sales management strategy for launching laptops, show systems, and projectors in the Indian marketplace. That allows you to inspire and incentivize the income force; designing a compensation and blessings plan that aligns with NEC's premium brand positioning, first-class standards and the